

## **REMARKS/ARGUMENTS**

In response to the Examiner's Office Action of April 28, 2009 issued in relation to the present Patent Application, the Applicant submits the below Remarks.

Claims 32 and 40-42 are presented for examination.

### ***Regarding 35 USC 103 Rejections***

Claims 32 and 40-42 are rejected under 35 USC 103(a) as being unpatentable over Seidman (US 5,080,364) in view of Silverbrook et al. (US 6,457,883) and further in view of Stangl (US 7,197,641).

Seidman teaches electronic data processing apparatus 14 at several redemption locations 12 within a casino. The data processing equipment 14 at each redemption location 12 is connected via standard data linkages to a central digital computer 22. The electronic data processing apparatus 14 incorporates an optical bar code reader 16. Seidman further teaches tokens of a second type 32 which are portions of packages 40 of a product sold at retail. Each token 32 contains a machine readable bar code 42 which is simply the universal product code associated with the product sold in package 40. When token 32 is scanned, a message requesting entry of the patron's name, address and other identifying data is displayed. Presentation of an additional qualifying item, such as a parking receipt, may also be required.

Seidman fails to teach that the data from the bar code scanner includes a sensing device ID of the bar code scanner. Seidman further fails to teach *"identifying a telecommunication address of the entrant from the sensing device ID; associating a temporary telecommunication address with the telecommunication address; sending the temporary telecommunication address, product identification data and competition entry data to a competition administrator; receiving, from the competition administrator, information addressed to said temporary telecommunication address; identifying the telecommunication address associated with the temporary telecommunication address; and forwarding the information from the competition administrator to the telecommunication address."*

Silverbrook is relied upon for teaching the inclusion of a sensing device ID in the data from the sensing device. Apart from stating it would have been obvious to do so, the Examiner has failed to provide any motivation, obtained from the prior art, that would direct the person skilled in the art to modify the teachings of Seidman in the manner suggested. In the claimed invention the sensing device ID is used to identify a telecommunications address of the entrant. In Seidman, with the bar code scanner belonging to the casino, there is no association between the entrant and the bar code reader. The entrant is identified through manual data entry or through token 36. Applicant is unable to imagine any reason for including a bar code reader ID in the data.

As acknowledged by the Examiner, Seidman in view of Silverbrook is silent with regards to associating a temporary telecommunication address with the telecommunication address; and sending the temporary telecommunication address to a competition administrator;". However, Examiner has failed to identify where in Seidman in view of Silverbrook it is taught that a telecommunication address of the entrant is identified from the sensing device ID, as well as the steps of *"receiving, from the competition administrator, information addressed to said temporary telecommunication address; identifying the*

*telecommunication address associated with the temporary telecommunication address; and forwarding the information from the competition administrator to the telecommunication address."*

Stangl is relied upon for teaching utilization of a temporary communications address to enable communication to conceal an actual communication address. Again, apart from making an unsubstantiated statement that it would have been obvious to include that feature into the teachings of Seidman and Silverbrook, the Examiner has provided no motivation to do so.

Seidman in view of Silverbrook does not teach any communication between the competition administrator and the entrant, or that any data with regards to the entrant is communicated from the casino to the competition administrator. There is therefore no motivation to conceal the entrant's actual communications address from the competition administrator.

Claims 32, and 40-42 are allowable for at least the reasons presented above.

### CONCLUSION

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

Applicant/s:



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